

Design Requirements

- Label size: 3" x 3"
- All design work is included. Email all artwork and files to:
Andy@NonTraditionalMedia.com
- Artwork is encouraged to be in one or more of the following formats: .ai, .eps, .pdf, .jpeg

Place
Stamp
Here

Rules

- You must create your own brand and you may not use the charity's name
- Your school's contribution to the charity must occur before the end of the 2005-2006 school year
- Terms are net 30 – failure to pay ontime will result in disqualification
- Orders and art must be e-mailed to
Andy@NonTraditionalMedia.com
- You establish the sale price
- Finalists are to be announced in February and prizes will be awarded to the top schools at the Wharton School of Business, University of Pennsylvania

Other Products

Buy the following items with your brand's logo! Prices include all set-up, art and freight charges.

- White 100% Cotton Screen printed, T-Shirts - 36 shirt minimum (1/2 lg & 1/2 xl), \$6.50 per shirt.
- 1 1/4" Button - 60 button minimum, \$1.00 per button.
- Black unconstructed, embroidered baseball caps – 36 piece minimum, \$6.50 per hat.

NON-TRADITIONAL MEDIA, LLC

1200 East High Street, #314
Pottstown, PA 19464
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FBLA & NON-TRADITIONAL MEDIA PRETZEL COMPANY CONTEST



Profits will benefit your chapter and the American Heart Association

Design Your Label

Bag Size: 5"H x 7-1/2"W • Label Size: 3"H x 3"W

All FBLA Chapters throughout the state of Pennsylvania will have an opportunity to compete to see who can create the best pretzel brand. The pretzels are made here in PA (so we're supporting local business) and the profits will benefit the American Heart Association (so we are giving back to the community). The most successful brands will be invited to the University of Pennsylvania's Wharton School of Business to determine the FBLA's best pretzel brand.



The pretzels have only the freshest all natural ingredients, no preservatives and they are a great heart healthy snack.

Required Steps

- Create your own brand, logo & message to appear on the front of the bag. (Up to 3 colors.)
- Submit your brand's art (see Art Specs) and the desired quantities (see Pricing & Terms) via email to Andy@NonTraditionalMedia.com. Advisors must be CC on all emails.
- You will receive your pretzel bags and custom labels within 2 weeks upon receipt of your order. (Your chapter will apply the labels,)
- Create a sales strategy, an accounting system and a division of labor
- Decide what percent you want to donate to the American Heart Association and what percent you want to keep for the chapter (must be properly represented in all marketing materials)
- Document your efforts, strategies and success into a summary (see Judging Categories) and email by 1-15-06 to Andy@NonTraditionalMedia.com

Sales Ideas

- Wholesale pretzels to local retailers
- Sell them at the school store
- Offer discounts for quantities
- Sell at sporting and school events
- Promote your pretzels "within the school" using fliers, newspaper ads, etc.
- Sell your pretzels at local Heart Association events

Judging Categories

Document your efforts, strategies and success into a summary and email it by 1-15-06 to Andy@NonTraditionalMedia.com. Be creative and limit the summary to a maximum of 5 pages!

Items to include in your summary:

- Information about YOUR BRAND
- Information about your marketing strategies
- A sales summary – A breakdown of how, how much and where you sold your pretzels
- How you overcame obstacles
- Include any pictures in your summary

Pricing & Terms

# OF 3 oz. BAGS	336	504	1,050	2,100	4,200
COST PER BAG	\$.80	\$.70	\$.60	\$.49	\$.38

Price includes all product, freight, set-up & artwork.

Terms: Schools will be extended credit and the bill needs to be paid in 30 days (net 30). Schools that do not pay within 30 days of receipt of gum will be disqualified from the contest.

**Present your brand at the world's top business school!
Finals will be held at the Wharton School of Business at the University of Pennsylvania in the spring.**